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## ABSTRACT

An image display device comprises a first storage device (4) for storing an image data, an image processor (8) for reducing the number of bits of the image data, a second storage device (10) for storing the image data after being processed, a display device (12) for displaying the image data after being processed, a driver (14) for driving the display device (12) and a controller (16) for controlling the operation of the driver (14).

5 The controller (16) determines whether the image data stored in the first storage device (4) is dynamic or static, and, in the case of a static image, after storing the signals corresponding to one frame of the image data in the second storage device (10), operates only the

10 second storage device (10), the driver (14) and the display device (12). Thereby, reduction of power consumption can be achieved while maintaining high image quality.